

2006 VENDOR GUIDELINES

LITTLE ITALY NEIGHBORHOOD AREA FARMERS' MARKET

Benefits of the market would be three-fold:

1. Provide consumers with top-quality, fresh Delaware and/or Maryland produce;
2. Provide growers with a prime retail outlet for their production;
3. Broaden the service attractions for the Little Italy Neighborhood Area Farmers' Market.

REQUIREMENTS FOR MARKET PARTICIPATION

The market will operate in 2006 during a season that begins on May 27th through October 28th.

The market will feature vendors selling Delaware, Maryland, and/or Pennsylvania grown fruits and vegetables, flowers, herbs, craft items, and baked goods made by the vendor.

All market vendors will be pre-approved to participate in the market:

- The market will operate on the **“PRODUCER ONLY”** rule, meaning that all products offered for sale are produced by the individuals and organizations actually selling at the market.
- If the **“PRODUCER ONLY”** rule is at any time found to provide an insufficient amount of products to offer for sale, the market master may give participating vendors permission to offer products produced by other growers on the Delmarva Peninsula.
- All products shall be clearly labeled to indicate point of origin.

CONTACT INFORMATION:

All interested vendors should contact the Delaware Department of Agriculture's, Marketing Coordinator, Kelli Steele at via phone (302) 698-4519, fax (302) 697-4497 or e-mail Kelli.Steele@state.de.us for further information on farmers' markets; or contact Maryanne Zappaterrini at the LINA Farmers' Market at (302) 778-1072.

All interested vendors should also contact the Delaware Department of Agriculture's, Weights and Measures section for *Compliance Information* on packaging and selling merchandise at (800) 282-8685 (in Delaware Only) or (302) 698-4500.

FEES:

Each *Full Season Vendor* who agrees to participate in the market will be assessed a daily rental fee of \$20.00.

Each *Occasional/Seasonal Vendor* who agrees to participate in the market will be assessed a daily rental fee of \$30.00.

All vendors must join the Little Italy Neighborhood Association, and will be assessed an additional \$25.00 annually.

****All vendors (not growers) are encouraged to contact the Delaware Division of Revenue (302) 739-5251 for business license requirements. All vendors (including growers) are encouraged to contact an insurance agent regarding Product liability coverage.**

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I. GUIDELINES FOR FARMERS' MARKET (This is a “**PRODUCER ONLY**” market)

1. All produce and other food items for sale must be Delaware/Maryland/Pennsylvania grown.
2. All vendors at the market will, by applying, agree to allow inspection of their operations if given advance notice.
3. The market encourages participation by single crop producers (herb growers/Master Gardeners) to medium-sized producers. All rules applicable to full season vendors also apply to occasional/seasonal (daily sellers) vendors.
4. All payments of market rental fees must be made in the form of cash or check. Payments will be collected on a daily/weekly basis.
5. Management may, at its discretion, bar certain non-fresh produce items from sale at this market. Approval of all such items must be given before they can be offered for sale.
6. It is the responsibility of each vendor to secure all required state and/or county permits, licenses, and product insurance.
7. All scales used at market must be registered and inspected by the Delaware Department of Agriculture Weights and Measures section prior to their use at the market.
8. Management of the market reserves the right to order any spoiled or off-condition products withdrawn from sale.
9. Vendors are required to maintain their area (location) in a neat and orderly fashion and to be responsible for removing all debris from their area at the end of each market day.
10. Business and consumer/customer surveys will be conducted from time to time; vendors agree to cooperate in such surveys.
11. Consumption of alcoholic beverages by vendors is prohibited. Display of advertising for alcoholic beverage products (i.e., articles of clothing, mugs, used containers, etc.) will not be permitted.

II. SPECIAL CONSIDERATIONS

1. INSURANCE REQUIREMENTS:

The farmers' market is covered under a general liability insurance policy. However, vendors are strongly encouraged to have product liability coverage and a business license.

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2. NOTIFICATION OF THE MARKET MASTER:

In order to facilitate a daily layout of the market, vendors are requested to notify the Market Master in advance as to which days they plan to participate. Vendors are also asked to notify the market master when they plan to discontinue participation for the season. Vendors should be considerate of other vendors. If a vendor should have to cancel a certain day for any reason, please contact the Market Manager in a timely manner so that other growers can be contacted to take their place (roster will reflect daily participation).

3. SPACE ALLOCATION AND ASSIGNMENT:

A neat layout and compact market operation is in everyone's interest. Therefore, space allocations must be uniform. Each vendor will have available two-six foot tables and two chairs with access to electric. Vendors are encouraged to merchandise their products with shelves, baskets, etc.

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| <p>Each vendor must return a signed copy of the following:</p> <ul style="list-style-type: none">1) 2006 Vendor Guidelines (this page)2) 2006 Vendor Application3) 2006 Guarantee Form |
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Print Name

Name of Business

Street Address

City, State, Zip Code

Business Phone (include area code)

Signature/Today's Date

ATTN: Maryanne Zappaterrini
LINA Community Farmers' Market
1803 West 5th Street
Wilmington, DE 19805
Phone (302) 778-1072
Email: Maryann.Zapp@gmail.com